

Update the Scottsdale Historical Museum (Little Red Schoolhouse)



Our City's Museum can use an Update

- Exhibits put together by local volunteers 26 years ago
- Scottsdale Leadership class 32 members comments
 - “I’d be very disappointed to have brought my family here on vacation”
 - “Doesn’t tell an interesting/compelling story”
- Does not represent the high level of guest experience one expects in Scottsdale



The Customer Experience

Average length of visit: Less than 10 minutes

22,000 visitors per year – 80% are tourists



One Current Exhibit



Scottsdale Typical School Room,
1915-1955

Board of Directors- Experience Scottsdale

- Updates to our museum would contribute to some of the goals in the Board's "Pillars":
 - Product and experience development – Offer products and experiences that meet the needs of today's travelers and are authentic to our destination. *What's more authentic to Scottsdale than a museum about our history?*
 - Downtown Activation and Connectivity - *Explore a public spaces master plan to facilitate connectivity, create distinct points of interest, and provide places for people to gather and spend. With a little help, the Museum can become a key 'distinct point of interest'.*

Ganymede Design Group

- Specializes in the conceptualization, development and design of interpretive environments such as those found in **museums, children's museums and cultural centers.**
- Collaborations are the product of a **working partnership** with our clients.
- Project begins by **defining the client's audience** and giving thoughtful consideration to the project objectives,
- Every exhibit and every interior should become a uniquely personal **experience for the visitor.**



Tovrea Castle

It is a challenge to show off our artifacts in 2000 sq. ft.



Winfield Scott Exhibit - Scottsdale



Ganymede Design Stages

- Visioning and Concept Development
- Schematic Design
- Design Development
- Total design cost estimate: \$71,500



Request for funding for the Design Process

- Construction and installation estimates will be formulated during design.
- Post design, the Scottsdale Historical Society will solicit community support and grant funding to help with construction costs.

What do you think?

- Are we on the right track with our vision for improvement?
- Feedback and advice on next steps?

THANK YOU !

exhibitdesignPHASES

concept/visioning	schematic design	design development	construction documents	fabrication	installation
1	2	3	4	5	6
<ul style="list-style-type: none"> ▪ review or develop mission statement ▪ define audience ▪ identify key themes & take-home messages ▪ identify preliminary storyline (content) ▪ generate interpretive plan and preliminary "walk through" of visitor experience [idea(s) for the exhibits or activities] ▪ identify audience outcomes ▪ generate preliminary floorplan identifying visitor circulation and physical elements of the space ▪ create visual identity 	<ul style="list-style-type: none"> ▪ revise concept development based on client feedback ▪ review the architectural program plans, develop a project schedule, and produce schematic design documents consisting of drawings and other documents illustrating the scale and relationship of project components ▪ schematic content plan/ exhibit floor plan delineating the exhibits, object identification and placement, and an exhibit graphic design with proposed main copy for each exhibit ▪ preliminary graphic design with text outlines ▪ identify audio-visual and multi-media opportunities if any and coordinate with media consultants (under separate contract) ▪ produce a preliminary lighting layout ▪ produce schematic design cost estimate 	<ul style="list-style-type: none"> ▪ storyline development, research ▪ space design, exhibit surfaces, casework, materials recommendation ▪ develop graphic look & feel: standards, font and color selection ▪ produce design development documents, and coordination of electrical drawings for specific exhibit power, lighting, audio-visual, and multimedia requirements ▪ produce graphic design with developed interpretive text and appropriate illustrations ▪ develop construction schedule and estimated and cost update ▪ coordinate and participate in a review meeting for design development ▪ client review and approval 	<ul style="list-style-type: none"> ▪ exhibit script/writing and editing ▪ artifact selection and preparation ▪ graphics selection & permissions & procurement ▪ graphics production/layout ▪ client review and approval of drafts ▪ editing, proofreading, digital output test & approval ▪ graphics approval for production and mounting ▪ produce exhibit fabrication control drawings, technical specifications, and exhibit performance specifications. ▪ produce exhibit graphic specifications and coordinate the exhibit architecture with graphic design ▪ produce a revised construction and installation schedule, and to estimate the cost of fabrication and installation as negotiated with general contractor 	<ul style="list-style-type: none"> ▪ fabricator begins construction of casework etc. ▪ design exhibit case interiors, determine mounting needs ▪ mountmaker/preparator fabricates mounts ▪ consultation with lighting designer if desired ▪ visit site at intervals appropriate to oversee the progress and quality of the work completed and to determine if the work is being performed in accordance with the contract documents and schedule ▪ keep client informed of the progress and quality of the work ▪ review and approve contractor's submittals such as shop drawings, product data and samples contract documents 	<ul style="list-style-type: none"> ▪ advise and consult with the client during exhibit installation ▪ visit site at intervals appropriate to oversee the progress and quality of the work completed ▪ keep the client informed of the progress and quality of the work